

IN THE CLAIMS

1. (Currently Amended) A method of multi-stage creation of ~~Rich Media Content multimedia content~~, comprising the steps of:
 - a) accessing the ~~Rich Media~~ multimedia assets using a processor as an authoring tool to create a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file of selected stored ~~Rich Media~~ multimedia assets in a text based format;
 - b) creating a multimedia description file in a template for structuring ~~Rich Media Content~~ formatting multimedia content; and
 - c) combining the template multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file in the processor to create a ~~MVR~~ multimedia repository file executable on a multimedia player.
2. (Currently Amended) The method of Claim 1 further comprising the step of:
 - d) injecting other content into the ~~Rich Media Content~~ multimedia content description file by another user.
3. (Currently Amended) The method of Claim 1 further comprising the step of:
 - e) creating an ~~XML-based MVR~~ extensible markup language-based multimedia repository file.
4. (Currently Amended) The method of Claim 1 further comprising the step of:
 - f) using a textual editor to create an ~~MVR-XML~~ extensible markup language-based multimedia repository file.
5. (Currently Amended) The method of Claim 1 further comprising the step of:
 - g) using an ~~MVR-XML~~ extensible markup language-based multimedia repository file as a data interchange among other ~~Rich Media Content~~ multimedia content creation applications.

6. (Currently Amended) The method of Claim 1 further comprising the step of:
 - h) managing the creation of the template and ~~Rich Media Content~~ the multimedia content description file in stages by different users.

7. (Currently Amended) The method of Claim 1 further comprising the step of:
 - i) operating the processor in a batch mode to combine the ~~template~~ multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file into a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file executable on a multimedia player.

8. (Currently Amended) The method of Claim 1 wherein the processor runs in a batch mode for combining the ~~template~~ multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file.

9. (Currently Amended) The method of Claim 1 wherein the ~~Rich Media Content~~ multimedia content description file is created in stages by different users injecting content into the template.

10. (Currently Amended) The method of Claim 1 wherein the ~~MVR~~ multimedia repository file is a ~~Rich Media~~ multimedia container in a binary format.

11. (Currently Amended) A system for multi-stage creation of editable ~~Rich Media~~ multimedia content executable on a multimedia player, comprising:
 - a) processor means for accessing selected ~~Rich Media~~ multimedia assets and creating a multimedia repository file of ~~the selected Rich Media~~ multimedia content in an text based format;
 - b) means for creating and storing a multimedia content description file in a template for assembling the ~~Rich Media~~ formatting multimedia content; and

c) processor means for combining the template multimedia repository file of selected multimedia content and the multimedia content description file into a multimedia repository file executable on a multimedia player.

12. (Currently Amended) The system of Claim 11 further comprising:
d) means managing the creation of the template and ~~Rich Media Content~~ the multimedia content description file in stages by different users.

13. (Currently Amended) The system of Claim 11 further comprising:
e) means operating the processor in a batch mode to combine the template multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file into a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file executable on a multimedia player.

14. (Currently Amended) A program medium executable in a computer system for multi-stage creation of ~~Rich Media Content~~ multimedia content, comprising:
a) program code in a medium for accessing the ~~Rich Media~~ multimedia assets using a processor as an authoring tool to create a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file of selected stored ~~Rich Media~~ multimedia assets in an text based format;
b) program code in a medium for creating a multimedia description file in a template for structuring ~~Rich Media Content~~ formatting multimedia content; and
c) program code in a medium for combining the template multimedia repository file of selected stored multimedia assets and the ~~Rich Media Content~~ multimedia content description file in the processor to create an ~~MVR~~ a multimedia repository file executable on a multimedia player; and
d) injecting other content into the ~~Rich Media Content~~ multimedia content description file by another user.

15. (Currently Amended) The medium of Claim 14 further comprising:
 - e) program code creating an ~~XML-based MVR extensible markup language-based multimedia repository~~ file.

16. (Currently Amended) The medium of Claim 14 further comprising:
 - f) program code creating an ~~MVR-XML extensible markup language-based multimedia repository~~ file using a textual editor.

17. (Currently Amended) The medium of Claim 14 further comprising:
 - g) program code using an ~~MVR-XML extensible markup language-based multimedia repository~~ file as a data interchange among other ~~Rich Media Content~~ multimedia creation applications.

18. (Currently Amended) The medium of Claim 14 further comprising:
 - h) program code managing the creation of the template and ~~Rich Media Content~~ multimedia content description file in stages by different users.

19. (Currently Amended) The medium of Claim 14 further comprising:
 - i) program code operating the processor in a batch mode to combine the template and the ~~Rich Media Content~~ multimedia content description file into a ~~Multimedia Vehicle Repository (MVR)~~ multimedia repository file executable on a multimedia player.

20. (Currently Amended) The medium of Claim 14 further comprising:
 - j) program code running the processor in a batch mode for combining the ~~template multimedia repository file of selected multimedia assets~~ and the ~~Rich Media Content~~ multimedia content description file.